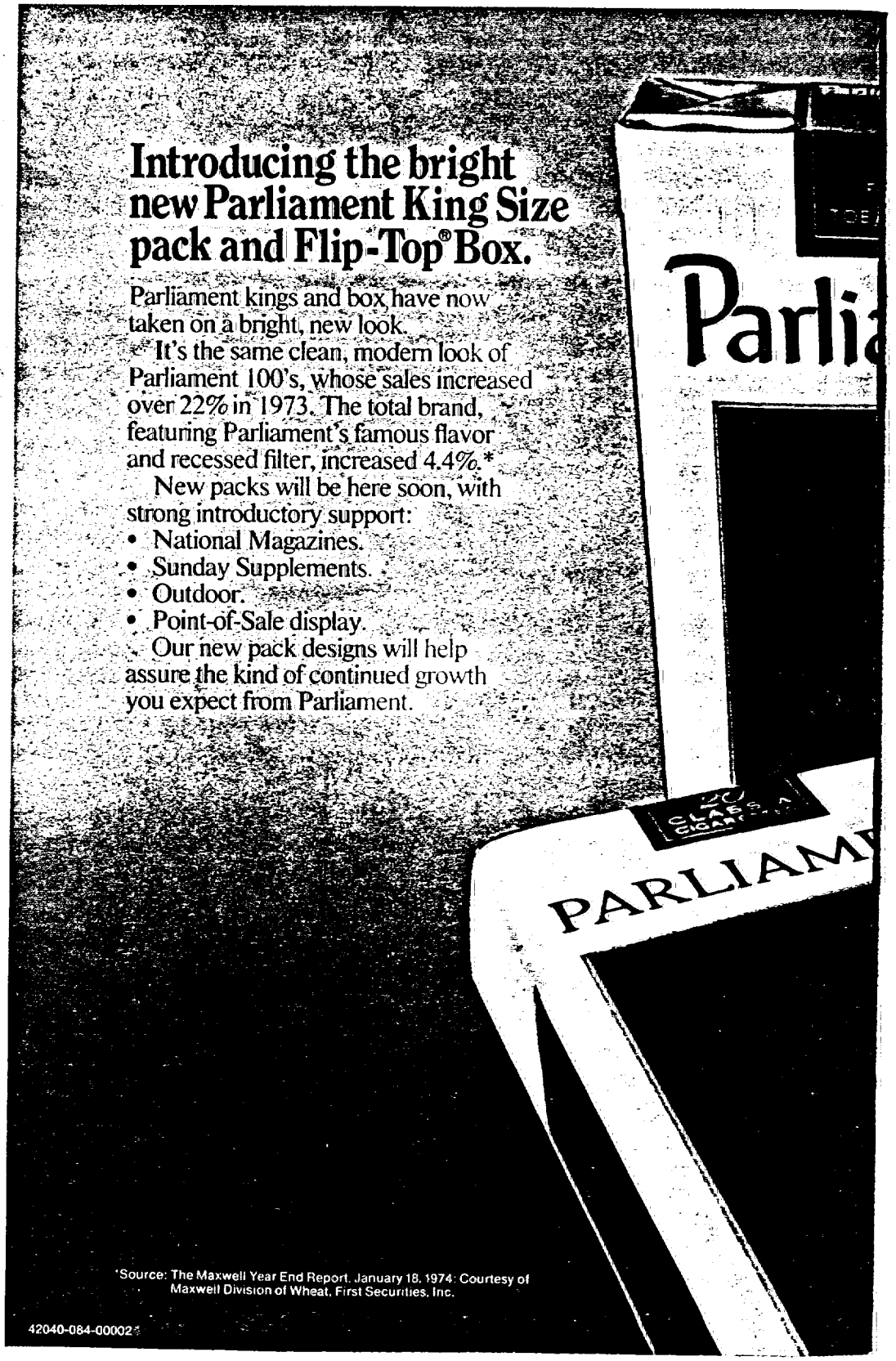
Introducing the bright new Parliament King Size pack and Flip-Top® Box.
Parliament kings and box have now taken on a bright, new look.
It's the same clean, modern look of Parliament 100's, whose sales increased over 22% in 1973. The total brand, featuring Parliament's famous flavor and recessed filter, increased 4.4%.*
New packs will be here soon, with strong introductory support:
• National Magazines.
• Sunday Supplements.
• Outdoor.
• Point-of-Sale display.
Our new pack designs will help assure the kind of continued growth you expect from Parliament.
*Source: The Maxwell Year End Report, January 18, 1974: Courtesy of Maxwell Division of Wheat, First Securities, Inc.
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Source: https://www.industrydocuments.ucsf.edu/docs/xjwm0000

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